Microsoft® Exchange® 2000 Server Market Bulletin

Exchange Server Product Group

The Business Value of Microsoft Exchange 2000

Microsoft Exchange 2000 Server, seamlessly integrated with the Microsoft Windows® 2000 operating system, is designed to meet the messaging and collaboration needs of businesses of all sizes, from small organizations to large distributed enterprises. Together with its client software, Microsoft Outlook® 2000, Exchange provides a highly reliable, scalable, and easy to manage messaging and collaboration infrastructure. Its innovative new Microsoft Web Storage System combines the reliability and scalability of Exchange with the accessibility and openness of the Web to provide a powerful knowledge repository as well as a platform for business applications. Exchange 2000 Conferencing Server provides a platform for data, audio, and video conferencing services, establishing a foundation for new avenues of collaboration.

While the critical success factors for every business are unique, this document provides a roadmap for evaluating the business benefits of deploying Exchange 2000 Server in your organization. For additional information, see the *Exchange 2000 Server Customer Benefits.*

THE VALUE OF EXCHANGE 2000: REDUCE COSTS AND INCREASE PRODUCTIVITY

Whether you are upgrading from a previous version of Exchange, migrating to Exchange from one or more existing messaging systems, or choosing Exchange as your company's first messaging and collaboration server, it is important to evaluate Exchange from a business as well as a technical perspective. Exchange enables businesses of all sizes to increase overall productivity while lowering costs and creating new business opportunities.

Reduce Hardware and Software Costs and the Cost of Migration and Upgrading

The first area of cost reduction to consider is planning, hardware and software costs. Exchange Server's use of the Windows 2000 Active Directory™ makes system planning easier, since directory structures are already in place for a unified messaging and network infrastructure. Hardware and software costs go down through innovative database features in Exchange 2000 including multiple message databases, active/active clustering and distributed services.

- Overall planning and design costs are reduced through integration with the Windows 2000 Active directory, which results in a single directory of all networking and messaging resources. A large community of partners is available to help you plan your Exchange Server deployment, so finding knowledgeable help in your area is easy.

- Hardware and software costs are reduced by consolidating more users on individual servers through multiple message databases, while ensuring system reliability and end-user availability. Active/Active clustering reduces the hardware costs associated with passive clustered servers while ensuring a high level of reliability.
- Client software costs are low because Exchange 2000 Server works with any version of Microsoft Outlook, so there is no need to change the software on the desktop at the same time that the server is upgraded. In addition, Outlook Web Access provides a browser-based client requiring no client-side software beyond a Web browser for remote, occasional and roving users.
- The cost of upgrade and migration is reduced through Exchange Server's extensive set of migration and coexistence tools. And upgrading to Exchange Server is fast using the Active Directory Connector.

Reduce System Administration, Management and Training Costs

The ongoing costs associated with system administration, management and training are also lower with Exchange 2000. Seamlessly integrated with both Windows 2000 and Office 2000, Exchange provides makes administration, training and end-user support faster and less expensive.

- Administration costs are reduced through integration with the Active Directory and the Microsoft Management Console, providing a single, consistent point of administration for all user information and networking and messaging resources.
- Administrative policies make changing a wide range of objects such as mailboxes quick and easy, and customizable administration makes the IT job easier.
- Help desk and support staff costs are kept low when using the Outlook client, which can be used separately or as an integral part of the Microsoft Office suite of applications. Using Microsoft Outlook and Microsoft Outlook Web Access client software reduces the volume of helpdesk calls by providing a consistent user interface that is tightly integrated with Microsoft Office.
- Training costs go down for administrators and support staff due to the increased integration with the Microsoft Management Console and consistent use of the Windows 2000 security model. Training for end-users is made easier by Outlook's seamless integration with Office 2000 and the enhancements to the user interface of the Outlook Web Access client.

Streamline Business Processes

Exchange 2000 provides extensive opportunities to build and deploy custom business solutions such as workflow applications and native Web-based applications. These applications enable you to streamline your business processes, regardless of how large or distributed your business is. Features such as the Microsoft Web Storage System, the Collaboration Data Objects programming library, a built-in workflow engine with graphical design tool, a powerful event model, and integration with tools such as Microsoft Front Page give application designers the power they need to rapidly build solutions that meet your business goals. Exchange applications can be effectively used to increase customer satisfaction, implement formal knowledge management practices, track vendor or production issues, manage your help desk or support tickets, and for core business processes such as expense and vacation reporting.

- Exchange 2000 provides a built-in workflow engine that allows developers to build robust workflow solutions. This workflow engine, combined with Microsoft Workflow Designer for Exchange 2000, lets developers add workflow to their applications to automate business processes.
- Workflow Designer for Exchange 2000 provides a graphical modeling tool for developers to model and implement their workflow solutions. Using this tool, developers can quickly and easily create workflow solutions.
- Enhancements to the Exchange 2000 event model enable designers to create applications using synchronous events that use business logic to automate business processes.
- Exchange 2000 includes full support for OLE DB 2.5, enabling a new generation of business applications that integrate Exchange Server, Microsoft SQL Server™, and other OLE DB compliant products. These interfaces make it easy for database developers to use the unique power of Exchange Server in their applications.

Increase Team Productivity Through New Opportunities Collaboration

There are many built-in collaboration applications that are included with Exchange 2000, included group scheduling, moderated and non-moderated discussion groups, document sharing among virtual teams, shared customer tracking and management, and group task lists. These applications can be used “out of the box” and provide many opportunities for teams to increase their level of collaboration and therefore their overall productivity.

- The Microsoft Web Storage System enables easy document and information sharing, while the data, video and voice conferencing available in the Exchange 2000 Conferencing Server opens up new areas of team collaboration. With Conferencing Server, online meetings are compelling yet easy to setup and run.
- With Exchange 2000 Server’s complete solution for group scheduling, meetings are easy to set up, plus conferencing resources can be managed more efficiently.
- Workgroups can easily create and use email-based discussion groups for tracking issues on a project-by-project basis. Virtual teams can create group calendars to keep track of key events. In addition, public folders are used to maintain shared contact and task lists, increasing team effectiveness.
- Instant messaging with presence information (i.e. “buddy lists”) makes it quick and easy to find out which team members are on-line and to send them ad-hoc messages. This leads to faster communication and increased productivity.
- Sharing documents is easy with Microsoft Web Storage System and Office 2000, speeding the creation of project documents and increasing access to knowledge within the enterprise.
- Enhanced chat services in Exchange 2000 provide new opportunities for building on-line communities within a company or using the Internet.

Increase Knowledge Worker Productivity

The new Microsoft Web Storage System technology, seamless integration with Office 2000, and unified messaging platform support mean new productivity gains for knowledge workers. Another way to increase end-user productivity is to provide

fewer minutes of downtime during an average year while simultaneously making every day tasks such as sending an email message easier.

- Per-user uptime is increased with Active/Active clustering and multiple message databases. This increases end-user productivity and decreases operational expenses. At the same time, everyday tasks are easy. For users of Outlook 2000 and Outlook Web Access, tasks such as sending an email message or sending a meeting request can be done quickly and easily.
- Exchange 2000 includes Outlook 2000, the leading messaging and collaboration client available in Office 2000. In addition to complete e-mail functionality, Outlook 2000 includes group scheduling, task, and contact management for maximum productivity. In addition, The Outlook Web Access client has been significantly improved in terms of performance, scalability, and ease of use, and provides a robust client for remote, home, and occasional users.
- The Microsoft Web Storage System is a powerful knowledge database that unites teams of people together as they create documents, manage customer interactions, organize information and bring products to market. All data stored in the Microsoft Web Storage System can be accessed through a Web browser with a user-friendly URL, enabling easy access to information.
- Office 2000 users can store and retrieve Microsoft Office documents directly to and from the Microsoft Web Storage System, making users more productivity when using the familiar products of Office.
- Built-in content indexing and search of both email and documents translates into less time searching for information and higher productivity. Users can manage documents and email with a unified set of tools, making it easier to create, manage and share information.
- Unified messaging makes it easy for knowledge workers to access information at anytime, from anywhere, further increasing productivity when away from the office.

Make Meetings More efficient while Reducing Expenses:

Exchange 2000 Conferencing Server makes it easy to implement a complete solution for data and video conferencing, reducing travel costs while increasing productivity.

- Users can take advantage of Outlook 2000 and Outlook Web Access to schedule real-time conferences the same way they schedule ordinary meetings, making video and data conferencing easy to learn.
- The data conferencing technology provider supports any T.120 client (such as Microsoft NetMeeting®) on any platform, and includes a Web-based client for easy usage and complete system interoperability.
- Multipoint data conferencing increases productivity by enabling groups of people to communicate and collaborate in real time over the Internet or corporate intranet.
- Full multi-party audio and video conferencing (using IP-based multicast technology) enables a cost-effective conferencing solution for businesses of all sizes. An H.323 bridge means that any NetMeeting client can participate in a multicast videoconference.
- Conference Management Service coordinates different conferencing technologies to ensure maximum cost effectiveness of limited conferencing and network resources.

Improve Communication with Customers, Vendors and Suppliers:

The communication technology in Exchange, from e-mail to conferencing, enables you to communicate more effectively with your customers, vendors and suppliers, increasing the opportunity for better service and customer retention. Linking vendors, suppliers and partners together with Exchange Server's standards-based messaging and collaboration infrastructure means better inventory control and tighter management of resources.

- Native support for commonly used Internet messaging and collaboration standards (such as SMTP, POP, IMAP, LDAP, NNTP) means that customers, vendors and suppliers can be reached regardless of technology choices.
- Instant messaging can be integrated into internal and Web applications, providing a new way to link customer service representatives to users and customers.
- Using a public-key encryption system for message encryption and digital signatures, Exchange 2000 and Windows 2000 provide the security needed for effective management of the supplier chain.
- The Microsoft Certificate Server available with Windows 2000 issues industry standard X.509v3 certificates to ensure secure communication with customers.
- Exchange 2000 Conferencing Server offers full multi-party audio and video conferencing using IP-based multicast technology, a cost-effective conferencing solution for businesses of all sizes.
- Message journaling enables administrators to save a copy of all mail messages sent or received by users of an individual Exchange Server, site, or organization. This feature enables you to comply with laws, regulations, or policies that require archiving of all e-mail activity.

Increase the Effectiveness and Competitiveness of Web-based solutions:

The Microsoft Web Storage System technology in Exchange Server enables you to add collaboration and knowledge management services to your Web solutions, making them stand out from competitors' sites.

- Through the tight integration of Exchange 2000 and Internet Information Services, application developers can host both their Web applications and application content from a single location in Exchange 2000. This integration allows developers to leverage the same security, programming, replication and backup/restore of both their data and application.
- Exchange 2000's native support for XML and HTTP mean that Exchange fits easily into the eCommerce infrastructure needed to drive new revenue opportunities.
- Exchange 2000 includes a comprehensive object library used to rapidly develop Web applications, streamlining product and service delivery.
- Content from the Microsoft Web Storage System, such as group discussions and schedules, document properties and knowledge management services can be added to Web sites and applications, providing Web presence in highly competitive markets.
- Application designers can use Microsoft FrontPage® 2000 to build and maintain Microsoft Web Storage System applications, making application design and delivery fast.

For more information on Exchange 2000 Server, please visit
http://www.microsoft.com/exchange/

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